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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete If Known

Application Number	10/648,599
Filing Date	August 25, 2003
First Named Inventor	Bhavesh Mehta
Art Unit	3622
Examiner Name	Carlson, J.
Attorney Docket Number	50269-0558

Sheet 1 of 2

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code ² Number ³ Kind Code ⁴ (if known)			T ⁵

Examiner Signature		Date Considered
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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of

2

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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		Dukes et al., "Negotiations and Exclusivity Contracts for Advertising," Marketing Science, Spring 2003 (25 pages).	

Examiner Signature	Date Considered
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